

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	Sales Office () PHILADELPHIA	
Product	DETROIT INTL BRIDGE		ALEXANDRIA, VA 22314	Salesperson () IAN AMBRON	
Estimate#	806813	Agency C/P1/P2/E	DIBC/ORDR/806813		
Buyer	JULIE KEANE	Flight Dates	08/07/2012 - 08/10/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 BOOKEND :15'S SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-TH	1235A-135A	LATE NIGHT OLYMPICS	:15	\$750.00	08/08-08/09	4	1	4	\$3,000.00	
		Buyline Comment: BOOKEND :15'S										
	2	W-F	12A-1235A	LATE NEWS	:15	\$750.00	08/08-08/10	6	1	6	\$4,500.00	
		Buyline Comment: BOOKEND :15'S										
	3	TU-W,F	5A-6A	5A NEWS	:15	\$112.50	08/07-08/10	6	1	6	\$675.00	
		Buyline Comment: BOOKEND :15'S										

---REPORT TOTALS---

Report Totals: 16 / \$8,175.00

---SALES MONTHLY TOTALS---

Aug 12: 16 / \$8,175.00
Sales Totals: 16 / \$8,175.00
Station Totals: 16 / \$8,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$22,564	CATV	0%	WOOD	36%	WOTV	0%	WWMT	36%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	27%				

Books null
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE